

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #442680

M. Gandulla

MOUNTAIN CANDY

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Mark:

Attached are July orders for Salem .30¢ Tear Tape product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with July Salem Tear Tape product. These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you \$7.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per SKU:	40 units
Billing per SKU:	4 Cartons

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

Enc. Retailer Letter

Retail Customer List

3QTRSAL.DOC

51844 8942

MOUNTAIN CANDY

JULY DELIVERY SALEM TEAR TAPE

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT
DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED*****

PO #062998

64 SKUs of Displays (Item #541964)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	3
12300-24195	Full Flavor 100	2
12300-24196	Light	3
12300-24197	Light 100	3

PRODUCT / DISPLAYS ARRIVAL:

JUNE 29, 1998

SHIP DATE TO RETAIL:

WEEK OF: JULY 13, 1998

EFT \$ AMOUNT:

\$3,254.25

PACKING / SHIPPING PAYMENT

\$70.00

(10 (6M) promoted case(s) @ \$7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULY DELIVERY

51844 8943

WHOLESALE : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
 TEMPLATE : 800438 80700 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
133005	133030	659479	DAILY STOP INC	168 JERSEY AVE	PORT JERVIS	NY	12771	2	1			3		
133005	133030	693284	PINE ISLAND FOOD CT	RR 3 BOX 3	GOSHEN	NY	10924	2	1	1		4		
133005	133030	720308	ULTRA POWER FOOD ST	COUNTY RT 1 & PUL	PINE ISLAND	NY	10969	1		2		3	2472-0000	
162204	162233	575577	GETTY MART	91 W MAIN ST	HANCOCK	NY	13783	4	2	3	1	10		947259
162204	162226	724724	MONSTER MART	2965 NYST RT 26	GLEN AUBREY	NY	13777	1		1	1	3		977264
162210	162227	178199	OELKERS STORE	PO BOX 74 ROUTE 9	BARRYVILLE	NY	12719	2		2		4		906099
162210		179188	BRIAN ELTZ D/B/A/	480 NORTH ST	MIDDLETOWN	NY	10940			1		1		900159
162210	162227	250219	JOE ROTAS	288 BROADWAY	MONTICELLO	NY	12701	1	1			2		927038
162210	162227	386605	CABRERA'S AUTO REPA	ROUTE 42 NORTH	MONTICELLO	NY	12701			1		1		941617
162210	162233	388703	52 PICK-UP	6363 STATE ROUTE	LIBERTY	NY	12754	1				1		928895
162210	162227	443887	EXPRESS MOBIL	361 BROADWAY	MONTICELLO	NY	12701	5	3	6	2	16		
162210	162227	458081	AMI PETRO, INC.	700 ROUTE 211 E	MIDDLETOWN	NY	10940	4	1	3	4	12		
162210		543650	ULTRA POWER MART	RT. 17 B	WHITE LAKE	NY	12786	1		1	1	3	2472-0000	
162210	162227	569038	MOM & POP'S	265 SULLIVAN STRE	WURTSBORO	NY	12790	1		1	1	3		
162210	162233	569076	TIGERS DEN EXXON	ROUTE 52	LIBERTY	NY	12754	2	2	2	2	8		922062
162210	162227	580163	SUNRISE STORE DBA	SUNRISE STORE	SLATE HILL	NY	10973	1	2	1		4		954644
162210	162227	586029	RACEWAY EXXON	167 JEFFERSON ST	MONTICELLO	NY	12701			2	1	3		919464
162210		590577	STEVE'S	KIRK ROAD	NARROWSBURG	NY	12764		1			1		952150
162210		626503	ROSCOE MART	BOX 661	ROSCOE	NY	12776	2				2		
162210		654302	SUNOCO ULTRA POWER	RT. 17 WEST	PARKSVILLE	NY	12768	1	1	1	1	4	2472-0000	
162210	162233	654303	ULTRA POWER CORP	MAIN ST. & ROCK A	LIVINGSTON	NY	12758			1		2	2472-0000	
162210		667376	ULTRA POWER FOODMAR	RTE 17K	BLOOMINGBUL	NY	12721	1		1		2	2472-0000	
162210	162227	674467	KOLI ENTERPRISES	425 MAIN ST	SOUTH FALLS	NY	12779	2	2	2	2	8		965038
162210	162227	674468	U-P WOODBOURNE	RT. 42 & 52	WOODBOURNE	NY	12788	2		2		4		964809
162210		675062	ULTRA POWER MONTICE	RACEWAY RD & JEFF	MONTICELLO	NY	12701	1		2	1	4	2472-0000	
162210		675063	ULTRA POWER LIBERTY	RT. 17 & SULLIVAN	LIBERTY	NY	12754			1		1	2472-0000	
162210		675064	MOBIL MINI MART	KHOTIAR CORP.	COCHECTON	NY	12726	1	1	1	1	4		964932
162210	162227	678964	A&K DELI MART	210 WICKHAM AVE	MIDDLETOWN	NY	10940			1		1		970285
162210	162227	688672	STAR MARKET LLC	RT 17N M&M RD	MIDDLETOWN	NY	10940			1		1		967042
162210	162227	688860	R&S INCORPORATED	P.O. BOX #2	BULLVILLE	NY	10915	2	1	1	1	5		
162210	162227	691930	FINE MART, INC.	RT. 42	KIAMESHA LA	NY	12751	2	2	2	2	8		
162210	162234	698971	ROXBURY CONV STORE	MAIN STREET	ROXBURY	NY	12474			3		3		
162210	162327	703094	A&T PETROLEUM	PO BOX 1103	PINE BUSH	NY	12566	2	2	2	2	8		964510
162210	162233	705602	KELLY'S DELI	210 N MAIN ST	LIBERTY	NY	12754					1		
162210	162227	723846	GILL MART	76 E MAIN ST	MIDDLETOWN	NY	10940		1			1		
162210	162227	732084	SONNY'S QUICK MART	3 JEFFERSON ST	MONTICELLO	NY	12701		1	1		2		
162210	162227	737910	RALPH'S	259 E MAIN ST	MIDDLETOWN	NY	10940	2	2	2	2	8		981142
162210	162227	749865	SONNY'S MOBIL MART	SHIVANI CORP	MONTICELLO	NY	12701	1				1		
162210	162227	748866	PARK CIRCLE CONV	203 NORTH ST	MIDDLETOWN	NY	10940	1				1		
162210		748868	STEVE'S COUNTRY	ROUTE 31 4775	GLEN SPEY	NY	12737	1	1	1	1	4		
162210		752648	NEIL PETRO	P O BOX 308	WOODBOURNE	NY	12788	2	2	2	2	8		
162210	162227	765912	CITGO QUICK STOP	ROUTE 53 COUNTY R	LOCH SHELDR	NY	12759	1	1	1	1	4		

WHOLESALE : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
 TEMPLATE : 800438 80700 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

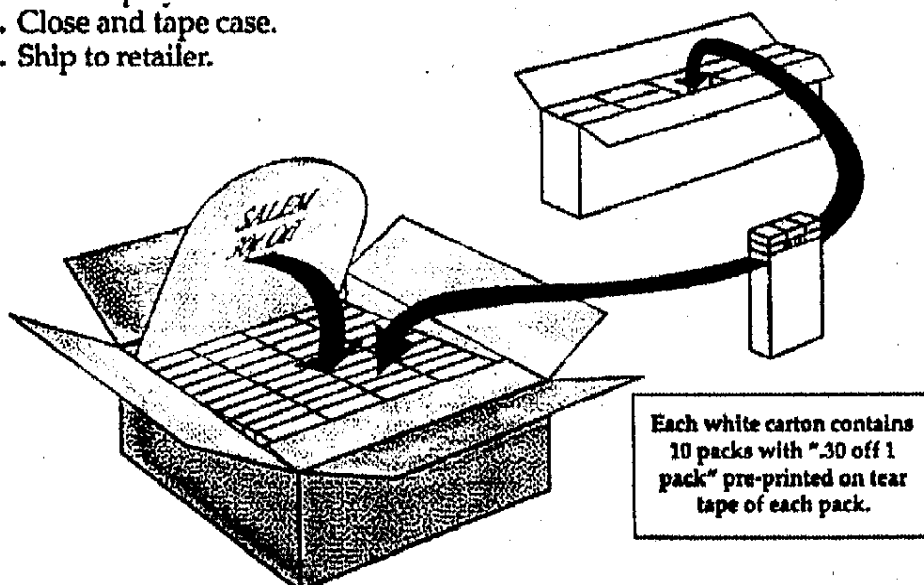
TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162210	162227	769971	SHORT STOP STORE IN	480 E MAIN ST	MIDDLETOWN	NY	10940	1		1		2		
162210	162227	895203	FAIR OAKS S/S INC.	ROUTE 17M-BROWN R	MIDDLETOWN	NY	10940	1				1		925586
162304	162322	643303	SPI INSTAMART	699 N PEARL ST	ALBANY	NY	12204	2	2	2	2	8		
162306	162328	178618	HWANG CORP	RR 3 BOX 490A	PINE HOOK	NY	12571	1	1	1	1	4		949461
162306	162329	693696	ASIAN AMERICAN	RT 199 BOX 421	PINE PLAINS	NY	12567	1	1	1		3		970798
162307	162330	179819	CARTON GROCERY, INC	80 LAKE DR	CONGERS	NY	10920	1	1	4	3	9	2757-1100	963991
162307	162327	303493	MEADOW HILL MOBIL	1117 UNION AVE	NEWBURGH	NY	12550	2	2	2		6		481952
162307	162327	420051	GETTY GUJJAR PETRO	76 NORTH CHEST RT	NEW PALTZ	NY	12561	1				1		
162307	162327	472372	CHILIANA E ASSOC.IN	69 N PLANK RD	NEWBURGH	NY	12550			1		1	0362-0102	046912
162307		636230	EMAN MOUTAZI LTD	1 HOMEWOOD AVE	NEWBURGH	NY	12550	1		1		2	5474-0000	
162307	162327	733040	JAMAN ENTERPRISE LT	5004 ROUTE 9 WEST	NEWBURGH	NY	12550	1	1	2		4	0362-0102	
162307	162327	764472	RAM PETROLEUM	160 MAIN ST	NEW PALTZ	NY	12561	1	1	1	1	4		
162307	162327	769218	A-PLUS #60026	78 STATE ROUTE 17	NEWBURGH	NY	12550	1		1	1	3	0362-0102	
162307		769307	MAISIES QWIK DELI	357 N PLANK RD	NEWBURGH	NY	12550	2	2	2	2	8		
162307		804417	HOMESTEAD DELI	305 HOMESTEAD AVE	MAYBROOK	NY	12543	1	1	1	1	4		
162307	162327	963875	BAXTER'S PHARMACY	24 NEW PALTZ PLZ	NEW PALTZ	NY	12561	1	1	1	1	4		951756
162308	162328	619804	VALUE RITE THRIFT	650 VIOLET AVE	HYDE PARK	NY	12538	2	2	2	2	8		
162308	162328	723015	LAL PETROLEUM	RT 44 & TIMOTHY H.	PLEASANT VA	NY	12569	2	2	2	2	8		
162308	162329	729876	FOODWAY CONV	1163 ROUTE 9	WAPPINGERS	NY	12590	1	1	1	1	4		
162308	162329	766944	BUDDY'S SERVICE CTR	233 FREEDOM PLAIN	POUGHKEEPSI	NY	12603	3		5	1	9	1449-0000	946194
162309	162329	460627	STORMVILLE CITGO	ROUTE 216	STORMVILLE	NY	12582	1	1	1	1	4		
162309	162329	682873	RKJ ENTERPRISE	I - 84 & RTE 52	CARMEL	NY	10512	1	1	1		3		965327

PAGE BREAK TOTAL ACCOUNTS 64 TOTAL QUANTITY 80 52 88 49 269

TEMPLATE TOTAL ACCOUNTS 64 TOTAL QUANTITY 80 52 88 49 269

WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE 3RD QTR '98****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541964

MSA Promotion Reporting Description: S A L 9 8 3 0 / 1 P K

Brand Style						
Number of Cartons						

9
5/11/98

51844 8946

Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



Item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



Item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS



Item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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